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Chartway Launches Member-Inspired “Brighter Way Forward” Campaign*Creative concept skips products & promotions playbook, bets on members’ real moments — transforming insights into authentic storytelling about milestones, challenges, and opportunities*

Virginia Beach, Va. (Sept. 3, 2026) – In a category where financial institutions largely compete on the same handful of offerings — rates, fees, account perks — [Chartway Credit Union](#) is making a different bet with its newest brand campaign, a “[Brighter Way Forward](#),” demonstrating that showing up for the moments behind the money matters more than out-pricing the competition.

“You can open a checking account or apply for an auto loan practically anywhere,” said Whitney Huston, vice president of marketing for Chartway Credit Union. “What’s harder to find is a partner who shows up for the moment behind that decision — the wedding, the new baby, the aging parent, the career change — without judgment, at every stage. That’s the gap we built this campaign to close.”

The campaign centers on [90-](#) and [30-second](#) spots that were developed using insights gathered through member research and ongoing member feedback, helping Chartway better understand the diverse experiences, goals, and life stages of its 265,000-plus members, rather than simply which products they held. Those insights informed a creative approach centered on empathy, relatability, and real-life experiences and milestones rather than traditional price and product-driven financial services advertising, positioning Chartway as the partner that shows up for all members, not just the ones that drive business.

“Everything we do starts with our members,” said Brian Schools, president and CEO of Chartway Credit Union. “People aren’t looking for another financial institution to sell them something. They’re looking for someone who will listen, understand what’s important to them, and help them move forward with confidence in financial life decisions, whether fulfilling a dream or navigating a challenge. This campaign reflects that commitment.”

“What stood out throughout this project was how deeply Chartway understands its members and communities,” said Jeff White, owner and executive creative director of Second Sight Creative. “The team brought years of member feedback, research, and insight to the table. Our role was helping transform that understanding into a story people could see themselves in. When financial institutions focus on people instead of products, the result is something that feels real, human, and grounded in the experiences members face every day.”

The campaign, developed with creative agency [Second Sight Creative](#), is built around an unconventional visual device: a grocery store checkout conveyor belt carrying items that represent life’s financial milestones like a diploma, a set of car keys, a box of diapers, a bale of yarn — a nod to graduation, new cars, new babies, and aging parents — piling up the way real life does. As Chartway’s brand elements enter the scene, the spot reframes what a financial partner’s role can look like: being the person you can turn to when life feels like too



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much, offering empathy, guidance and personalized solutions to help make the next step feel a little brighter. The name of the campaign draws directly from the spot's own line, "What if there was a brighter way?"

The brand campaign appears across multiple streaming, digital, and social platforms as Chartway continues sharing stories that reflect its purpose of helping members and communities thrive. Supporting the release of the new video spots was a social campaign featuring behind-the-scenes videos and photo-driven teasers for the launch, a '[Brighter Way Forward' landing page](#) on Chartway.com, and a media buy, secured by Second Sight, running from mid-September through late November across Chartway's largest markets in Utah and Virginia.

Since its founding in 1959, Chartway has remained focused on people over products, relationships over transactions, and helping members navigate life's most important moments. This campaign is another expression of that commitment.

Learn more about Chartway Credit Union at www.Chartway.com.

Get the latest news about Chartway by visiting our [media center](#).

About Chartway

Since 1959, Chartway has been unlocking the potential of individuals and families so they can thrive. Member-owned and values-driven, our \$3.2 billion credit union proudly serves more than 265,000 members with branches in Utah, Texas, and Virginia. We've been recognized by Forbes as one of America's Best-In-State Credit Unions, included on American Banker's Top Credit Union to Work For list, and received numerous other top workplace and best credit union accolades. Driving innovation for the future of financial services, Chartway Ventures, a wholly owned credit union service organization (CUSO), invests in technology and innovative financial solutions that create value for Chartway members and the credit union industry. Reflecting a bright way forward, Chartway Promise Foundation, a non-profit 501(c)(3), has granted \$17 million to provide medically fragile children and their families memorable experiences that bring joy, hope, and smiles. For information on our vibrant organization, please visit www.Chartway.com and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About Second Sight Creative

Second Sight Creative is an independently owned branding and creative studio based in Virginia Beach, Virginia. Founded in 2022, the studio's roster of talent combines decades of experience from ad agencies big and small - specializing in strategic messaging, production, brand identity and campaign development for organizations throughout the globe. Second Sight Creative's purpose is rooted in a deep understanding of the human experience, with the collective goal of partnering with clients to build brands that tell stories. Learn more at SecondSight-Creative.com.

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